

Statewide Lodging Performance First Quarter 2008

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2007	59.4%	\$103.10	\$61.22	234,997,780	395,744,108
2008	57.8%	\$107.93	\$62.40	233,709,448	404,235,063
% change	-2.6%	4.7%	1.9%	-0.5%	2.1%
Mountain Region					
2007	64.7%	\$111.78	\$72.27	30,375,723	46,982,102
2008	62.1%	\$117.19	\$72.79	29,921,770	48,170,851
% change	-3.9%	4.8%	0.7%	-1.5%	2.5%
State of Arizona					
2007	73.8%	\$126.50	\$93.40	6,579,094	8,910,372
2008	69.0%	\$132.79	\$91.67	6,322,095	9,158,050
% change	-6.5%	5.0%	-1.9%	-3.9%	2.8%
Metro Phoenix					
2007	80.9%	\$149.47	\$120.97	3,816,547	4,715,566
2008	74.0%	\$160.84	\$119.09	3,589,306	4,847,535
% change	-8.5%	7.6%	-1.6%	-6.0%	2.8%
Metro Tucson					
2007	79.1%	\$125.86	\$99.50	1,081,286	1,367,640
2008	73.3%	\$125.61	\$92.13	1,023,263	1,395,095
% change	-7.2%	-0.2%	-7.4%	-5.4%	2.0%
Flagstaff AZ					
2007	51.5%	\$64.56	\$33.24	227,698	442,232
2008	54.6%	\$69.22	\$37.82	239,366	438,045
% change	6.1%	7.2%	13.8%	5.1%	-0.9%
Non-metro AZ					
2007	61.2%	\$75.14	\$46.02	1,618,687	2,642,936
2008	59.2%	\$78.72	\$46.60	1,617,476	2,732,370
% change	-3.3%	4.8%	1.3%	-0.1%	3.4%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year